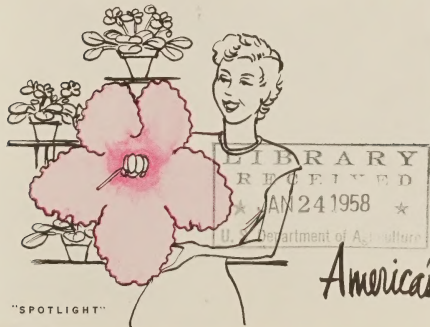
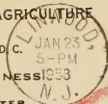


62  
1958

**fischer . GREENHOUSES**  
LINWOOD NEW JERSEY



U. S. DEPARTMENT OF AGRICULTURE  
LIBRARY  
WASHINGTON 25, D. C.  
OFFICIAL BUSINESS  
PRINTED MATTER



PENALTY FOR PRIVATE USE TO AVOID  
PAYMENT OF POSTAGE, \$300  
(GPO)

BIBLIOGRAPHY DIVISION  
LIBRARY, U. S. DEPT. OF AGRICULTURE  
WASHINGTON 25, D. C.

*America's Finest African Violets ..*

Postmaster: If addressee has moved and new address is known,  
notify sender on form 3547, Postage for which is provided.



**AMERICA'S  
FINEST**

# AFRICAN VIOLETS

**DIRECT FROM AMERICA'S FOREMOST GROWER & HYBRIDIZER**

## "SINGLES"

- ★ **SPOTLIGHT**—(2.5RPB/5, center 7.5RP4/11) most outstanding and different of the 1958 introductions. The light pink flower has a center area that is a clear cerise red. The variety just naturally stands out and will be the focus of every collection.....**\$2.00**
- ★ **BLUE FANTASY**—(10PB5/9-3/10 flecks) prolific bloomer with medium blue flowers streaked with rays of deep blue—a true "Fantasy" type flower, strong—tall grower.....**\$1.50**
- FIRE DANCE**—(10P4/10-3/9) the very best "red" with exceptionally large flowers borne in great profusion—deep green foliage—always a "best seller".....**\$1.50**
- ★ **DUTCHMAN'S BREECHES**—(10PB6/8) large sprightly light blue cupped flowers stand erectly above the pretty girl foliage, another fine bloomer—very attractive.....**\$1.50**
- OCEAN WAVES**—(2.5P3/8) single deep purple blossoms with interesting wave in petals—easy bloomer with fine deep glossy foliage. One of the best.....**\$1.00**
- POLAR ICE**—large single white flowers slightly cupped, with nicely colored girl foliage.....**\$1.00**
- ★ **CHERRY PINK**—(2.5RP7/8-6/10) our new large flowered single pink that will be a "standard" pink variety in a few years.....**\$1.50**
- BLUE BUTTERCUP**—(10PB7/6-6/8) the novelty cupped blue with girl foliage—still popular after many years—a semi-miniature grower.....**\$1.00**
- ALASKA**—heavy blooming white with beautiful girl foliage—symmetrical grower.....**\$1.50**

## "FRINGED TYPES"

- ★ **BLUE CASCADE**—(10PB3/10) best deep blue fringed variety yet produced excellent bloomer—a very strong grower with wavy foliage.....**\$1.50**
- ★ **AZURE CASCADE**—(10PB5/9) exceptionally fine medium light blue fringed.....**\$1.50**
- ★ **MAUVE CASCADE**—(7.5P7/7) finest deep mauve fringed—spectacular bloomer.....**\$1.50**
- LOVELINESS**—(2.5P5/8) beautiful blue lavender frilled flowers—a favorite for several years.....**\$1.50**
- ★ **OCEAN SPRAY**—(10PB7/6-6/8) huge ruffled flowers with very pale to medium blue mottling.....**\$2.00**
- ★ **FROSTY MORN**—very best white frilled yet introduced, perfect fringe and fine flowers, excellent bloomer.....**\$1.50**
- PINK GLACIER**—(2.5RP7/8) vibrant pink frilled flowers of good substance and vigor.....**\$1.50**

## "THE LITTLE GIANTS"

Sensations of 1958—As the name implies, these are semi miniature growing plants, but the double flowers are truly of giant size. Attractive waved foliage. We feel these are real contributions to our varietal selection. Three interesting colors.

- ★ **LITTLE GIANT PINK**—(2.5RPB/5).....**\$2.00**
- ★ **LITTLE GIANT PURPLE**—(2.5P3/8).....**\$2.00**
- ★ **LITTLE GIANT BLUE**—(10PB3/10).....**\$2.00**

## SPECIAL OFFERS—

- |   |                    |                       |                     |          |
|---|--------------------|-----------------------|---------------------|----------|
| Any \$ 4.00 Selection   | Only <b>\$3.75</b> | Any \$15.00 Selection | Only <b>\$12.75</b> | Postpaid |
| Any \$ 6.00 Selection   | Only <b>\$5.25</b> | Any \$20.00 Selection | Only <b>\$16.00</b> | Postpaid |
| Any \$ 7.50 Selection   | Only <b>\$6.75</b> | Any \$25.00 Selection | Only <b>\$19.00</b> | Postpaid |
| Any \$10.00 Selection   | Only <b>\$8.75</b> | Any \$35.00 Selection | Only <b>\$26.00</b> | Postpaid |
| All 32 Plants in Color Spread—Regular Value \$50.50 Only <b>\$37.00</b> postpaid. |                    |                       |                     |          |

**PRODUCING**

**150,000**

**VIOLETS ANNUALLY**

## "NEW DOUBLES"

- ★ **PINK CONSTELLATION**—(10P5/10) lavender-pink sport of Pink Cloud, flower flecked with white spots—ovate medium green foliage.....**\$1.50**
- ★ **SEAFOAM**—fully double pure white, flowers symmetrical and frilled, showing considerable pollen—waved foliage.....**\$1.50**
- ★ **SEASPRAY**—(10PB6/8) flowers very pale blue shaded to white, highly fringed and true to name, exceptionally pretty and a wonderful bloomer—attractive foliage.....**\$2.00**
- ★ **CARNATION FRILLED PURPLE**—(2.5P3/8) deep purple-blue frilled flowers are fully double and are highlighted by attractive pollen center—deep green waved foliage.....**\$1.50**
- ★ **CARNATION FRILLED BLUE**—(10PB3/10) deep blue, otherwise like its purple counterpart.....**\$1.50**
- ★ **CAMEO**—(5RPB/5) very pretty light pink flowers—semi-miniature grower.....**\$2.00**
- ★ **SWEETHEART ROSE**—(2.5RP7/8) very symmetrical soft pink flowers—exceptionally profuse bloomer.....**\$1.50**
- ★ **RASPBERRY RED**—(10P4/10) the "Fluorescent" reddish pink color now found for the first time in the profusion of the double flowering habit.....**\$2.00**

## "STANDARD DOUBLES"

- EDNA FISCHER**—(10P3/9) lovely plum shade double, white edged with foliage reddened below.....**\$1.00**
- LYON'S PINK CLOUD**—(2.5RPB/5-7/8) still a very popular double pink with richly colored blossoms and free blooming habit—strong grower with medium green foliage.....**\$1.50**
- THE NEW ALMA WRIGHT**—clusters of pure white double blossoms, many highlighted with attractive yellow pollen centers—fine grower and bloomer.....**\$1.50**
- MULTIFLORA SKY BLUE**—(10PB6/8-5/9) beautiful medium blue double with frilled flowers—a profuse bloomer, medium grower, slightly waved foliage.....**\$1.50**
- MULTIFLORA BLUE**—(10PB3/10) deep blue flower with typical Multiflora habit—as described above.....**\$1.50**
- MULTIFLORA ICE BLUE**—(10PB7/6-6/8) a very pale tu-tone blue Multiflora.....**\$1.50**
- MULTIFLORA MAUVE**—(2.5PB/4) rich mauve double flowers.....**\$1.50**

## "GENEVA TYPES"

- LAVENDER HALO**—(5P6/7-4/9) fine white edge surrounding large red lavender blossom, good grower with tall flower stems.....**\$1.50**
- BLUE HALO**—(10PB3/10) fine clear blue Geneva, otherwise similar to its lavender counterpart.....**\$1.50**
- BLUE DUET**—(10PB3/10) clear blue fringed flowers surrounded by good white edging, beautiful glossy foliage.....**\$1.50**
- ★ **PIRATE GOLD**—(2.5P3/8) deep purple fringed flowers surrounded by perfect chateaux edging, unusual white spot just under pollen—a novelty.....**\$1.50**
- PINK MIRACLE**—(2.5RPB/5, edge 6/10) most popular last year and an all-time best—large pink blossoms surrounded by deep pink and slightly ruffled edging.....**\$1.50**
- ★ **CORONA IMPROVED**—(2.5P7/7) beautiful lilac colored Geneva with fine ruffled white edging—foliage medium green and slightly waved.....**\$1.50**

▶ The code designation accompanying the varietal names refers to colors on the new Munsell Color Fan, published by the American Horticultural Council. Owners of the "Fan" will find color comparisons of considerable interest.

## ★ New Introductions For 1958

**Fischer**  
A Name of  
**QUALITY & INTEGRITY**  
To All America



Mauve Cascade



Spotlight



Ocean Spray



Sweetheart Rose



Blue Fantasy

Marian R. Sheehan



Dutchman's Breeches



Pirate Gold



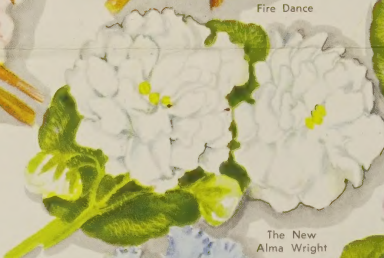
Fire Dance



Blue Buttercup



The New Alma Wright



Pink Constellation



Sea Spray



Multiflora Sky Blue



Cameo







"Little Giant"  
Blue



Corona  
Improved



Pink  
Glacier



Azure  
Cascade



Raspberry  
Red



Blue  
Halo



Lyon's  
Pink Cloud



Carnation-Filled  
Purple



Frosty  
Morn



Edna  
Fischer



"Little Giant"  
Pink



Carnation-Filled  
Blue



"Little Giant"  
Purple



Cherry  
Pink



Sea  
Foam



Lavender  
Halo



Blue  
Cascade



Pink  
Aricle



# It's Easy to Grow Good Violets

It is easy and the rules are few and simple. But they must be followed. Here are the most important points to consider.

**LIGHT**—Always remember that "More light will generally bring a shy bloomer into flower". People generally give their plants too little light. Violets even like some direct sunshine, though prolonged exposure will cause a yellowing or "sunburn". It is generally advisable to select the brightest window of your home and then provide a little shade (curtain etc.) when the sun becomes too intense. Some people cannot find a sufficiently bright spot or perhaps they want to have violets in dark spots in the home. These folks should investigate **FLUORESCENT GARDENING**. Violets and many other plants grow beautifully under fluorescent light. Complete details may be found in "An Easy Guide to African Violets".

**HUMIDITY**—Violets like a high humidity. This is difficult to provide in most homes. Bottom watering helps but since humidity is almost always a problem, proper watering becomes especially important.

**WATER**—Keep plants fairly moist, neither extremely wet or dry. If you bottom water (and this is a good method) simply add water to the saucer under the pot, but allow saucer to dry completely between waterings. It is a good idea to top water occasionally (with warm water) to redistribute fertilizer in the pots.

**TEMPERATURE**—Violets are a tropical flower and they should have a fairly warm temperature. Try to grow them in the range of 60°—75°F.

**FERTILIZERS**—Violets like a soil of medium fertility. If your plants are growing actively use a balanced feed about once a month. Soluble feeds are good, if used as directed. But guard against excessive feeding, and if plants look stunted and yellow, consider the possibility that the plant might be overfed.

**SOIL AND POTTING**—The violets that you purchase need not be repotted for several months. However, do not let plants become "potbound". When transplanting or dividing violets, use sterilized soil. You can sterilize your own by heating to 180°F for 30 minutes. A well prepared soil should have good drainage and ample organic matter.

**INSECTS AND DISEASES**—We now have an answer to the nematode problem. These destructive little "eelworms" that damage roots and stems can be controlled by use of VC-13, new chemical discovery described on this page. Other insects can be eliminated by materials as rotenone, malathion, etc. FERMATE is a good fungicide. More complete directions may be found in "An Easy Guide to African Violets". Prevention is the best cure, however, and you should make sure that all stock comes from reliable sources.

We feel sure that if you follow these rules and make experiments to determine the best conditions in your own home, you'll find that your violets will be healthier, bloom better and be more fun, too.

## African Violet Soil

- ★ STEAM STERILIZED FOR CERTAIN SANITATION.
- ★ HIGH ORGANIC CONTENT—GOOD DRAINAGE.
- ★ PROPER FERTILIZER LEVEL FOR REPOTTING.
- ★ READY FOR USE WITHOUT FURTHER MIXING.
- ★ GOOD FOR MOST HOUSE PLANTS.  
A bag contains over 2 lbs. (enough for about 10, 2 1/4" pots or 5, 3" pots) 60¢—Giant Economy Bag 5 lbs. only \$1.00  
Mail—on 2 lb. bag 30¢ (60¢ West of Miss.) on 5 lb. bag 40¢ (80¢ West of Miss.)

## "An Easy Guide to African Violets"

A new book by Bill Meachem, horticultural writer and editor that's wonderfully clear, complete and concise. Easy reading with all the latest information. Only \$1.95 postpaid.

## V-C 13

## Wonder Chemical

This amazing new material is simply watered on your violets to give complete protection against nematode infection. Safe for violets and many other plants if used as directed. Much of our stock treated.

8 ounce Bottle (enough for hundreds of plants)...\$2.50—postage 50¢.

## Visitors Welcome..

We send wonderful plants through the mail, but there is nothing like seeing for yourself the thousands and thousands of plants that we grow. We welcome your visit. The greenhouses are open daily, including Sunday to 5 P.M. We have, of course, many varieties that we can't list in our folder... There's a treat in store for you at the greenhouses.

## Reports From Our Customers...

- "Only one thing I'm sorry about on my order, I didn't order enough."  
Mr. H. F. Rep. of Panama
- "I have never received a plant in such perfect condition."  
Mrs. J. T. Lakewood, Ohio
- "The violets arrived as fresh and crisp as a spring morning."  
Mrs. N. J. Sebastopol, Calif.
- "We wish to inform you that the violets arrived in Hong Kong in good condition."  
Mr. Y. C. L. Kouelon, Hong Kong
- "Thank you so much for sending such nice violet plants."  
Mrs. A. M. Oxford, N. C.
- "My order arrived in perfect condition, not a leaf broken."  
Mrs. A. H. Niagara Falls, N. Y.
- "I would like to compliment you on the state of the plants on arrival."  
Mrs. L. G. Durban, South Africa

This Is Why We Say—"Your Satisfaction is Guaranteed"


## When Ordering By Mail...

All shipments will be made by Parcel Post unless you request otherwise. 1958 shipping season begins in MID-APRIL and continues through MID-NOVEMBER depending on the weather. All plants shipped in 2 1/4" pots.

Please send check or money order with order. No C.O.D. We pay postage on plant orders of \$8.00 or more. Please add 50¢ to help defray mailing expense on smaller orders. In case of loss or damage to plants in transit, please notify us immediately.

SPECIAL DELIVERY—add 45¢

AIR PARCEL POST (domestic)—add 50¢ per plant

  
fischer  
LINWOOD

GREENHOUSES

NEW JERSEY